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PATENT

#9 Response
P/S
2/4/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Davis et al.

Application No.: 09/502,542

Filed: February 10, 2000

For: METHOD AND SYSTEM FOR
FACILITATING ON-LINE
SHOPPING

Examiner: M. Fadok

Date: January 31, 2003

Art Unit 3625 Conf. No.: 5321

CERTIFICATE OF FAXING

I hereby certify that these papers are being
facsimile transmitted to the US Patent Office,
703-872-9326 on January 31, 2003.*[Signature]*
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Sir:

Responsive to the Action mailed October 31, 2002, applicants note as follows:

REMARKS

Claims 1-14 remain pending in the application without amendment.

Reconsideration is requested in view of the following remarks.

Claims 8 and 9 stand rejected under Section 102 over Kenny.

To expedite examination, applicants would be willing to rewrite claim 9 in
independent form, and cancel claim 8, upon the indication of allowable subject matter in
claim 9.

Kenny is not understood to teach the limitation specified in claim 9, i.e., that items of potential interest to a shopper - which items are presented more prominently than other items - are identified by reference to that shopper's prior shopping history. Instead, Kenny's prominent "Special Today" features (Fig. 7) appear to be presented to all shoppers, irrespective of their individual prior shopping histories.

Claims 1, 2 and 7 stand rejected under Section 103 over Scroggie in view of Official Notice, and further in view of Kenny.